

THE VANDERBILT CUP CARS.

Also Sixes Remain the Same—Fears Are Improved and Cost Less.

No less than eight cars from the "Home of the Vanderbilt Cup" are shown in the Garden in space 119 on the elevated platform, occupied by the Alco machines. One of these eight is the two time winner of the Vanderbilt trophy, piloted twice to victory by Harry F. Grant. This stripped six cylinder chassis and the Vanderbilt trophy are parts of the exhibit that will interest most persons visiting the show.

There are four six cylinder cars besides the one Grant drove. The biggest of all these is a 60 horse-power touring car designed to hold seven passengers and with fore door body. It is finished in black leather and has a dark blue exterior with pearl white striping. Another six is a 60 horse-power toy tonneau, five passenger, finished in French gray with standard stripe. There is a 60 horse-power landaulet finished in Brewster green with green cloth and lace trimmings inside. Finally there is a 60 horse-power polished chassis.

There are three four cylinder machines. These are all 40 horse-power. One is a touring car designed to hold seven passengers with a fore door body. It is finished in brown with brown striping and upholstery, in brown Spanish leather. A 40 horse-power toy tonneau, five passenger, with maroon and black leather upholstery and a 40 horse-power limousine finished in dark blue with Bedford cord and lace trimmings on the interior are the other four cylinder cars.

Changes in the 60 horse-power car have been few. A new carburetor of greater flexibility has been installed. The Bosch dual system of ignition has been retained, but there is a more powerful battery and new coil. The motor is set perfectly level and vertical instead of being tipped back a bit. Instead of the decompressor lever inside the dash there is a rod extending from the exhaust camshaft and to the front of the radiator by means of which the compression can be relieved while at the starting crank. The regular equipment is Diamond tires with Continental Q. D. demountable rims. Cars are delivered completely equipped and ready for touring. The price of the six cylinder machines remains unchanged, being \$6,000 or \$6,750, according to whether open or closed body.

The most pronounced change in the Alco line is in the four cylinder 40 horse-power model. In this there has been an increase of power and a reduction of price. The cylinder bore in the 40 horse-power motor for 1911 is 130 millimeters. This is the equivalent of 5 1/8 by 5 1/8 inches, as compared with the 1910 figures of 4 3/4 by 5 1/8 inches. In conjunction with the introduction of a larger motor the valves have been enlarged to 2 1/16 inches across the large diameter, while the entire cooling system, including the circulating pump, has an increased capacity.


Otherwise the same refining modifications have been made in this as in the six cylinder car. The new price of the 40 horse-power car is \$4,500 for a seven seat touring body, a toy tonneau or runabout.

10 YEARS OF JACKSON CARS.

Six Models Produced as the Result of a Decade of Manufacturing.

The tenth year of making Jackson cars shows six models on view in space 111 on the elevated platform. These cars range in price from \$1,100 to \$2,200. A feature of the 1911 cars of the Jackson line is the convertible torpedo body, demountable front doors complete with alls and panels are provided and fitted in the standard touring body at a slight extra cost. In the city, where freer access to an advantage, the ordinary touring car body may be used. For country touring, especially in the fall and winter, or even in the city very often in those seasons the closed in body is desirable and the shift can be easily made.

The Jackson fore door bodies are long



*"No Hill too Steep,
No Sand too Deep"*

Ten Years of Successful Production



Model "51"	\$2200
Model "41"	1700
Model "38"	1650
Model "30"	1250
Model "29"	1000

**SEE THE ENTIRE JACKSON LINE AT
Madison Square Garden—January 7th to 14th**

**JACKSON AUTOMOBILE CO. (Licensed under
Selden Patent) Jackson, Michigan**

**Jackson Motor Co. 1663 Broadway
NEW YORK**

and roomy. The tops of the front doors and panels are finished with hardwood strips which continue the line from the tops of the tonneau doors. This straight line effect accentuates the unity and symmetry of the body and gives the car the appearance of generous capacity.

Throughout the Jackson line the unit power plant, in use since 1908, is found. All working parts are completely housed. In all models the circulating lubricating system is used.

Model 51, a five passenger touring car which has provision for two extra seats, costs \$2,200. Model 41, at \$1,700, is a five passenger touring car. It is also furnished as a four passenger tourabout. Model 30, sold at \$1,250, is a five passenger touring car. These three models are furnished with overhead camshaft construction and the valves are inclined at 45 degrees in the cylinder heads. The standard valve in the side type, with cylinders of the L pattern. Model 38, at \$1,650, is a new type produced by the Jackson company this season for the first time. It is a full torpedo with front doors and metal dash shield, driven from the left side. The gear shifting lever is in the center. The service brake is operated by the same pedal as the clutch and the emergency brake by a ratchet pedal.

Model 35 is a five passenger touring car at \$1,250. Model 25 is a two passenger roadster with gasoline tank behind. Provision is also made for a trunk, which is furnished as an extra. This model, as all the others, is a three speed selective with reverse. Model 25 comes to \$1,100.

In all Jackson models water circulation is by the thermo syphon system, which has been used since 1908 by this company. The advantage in this is described as the constant working temperature of the motor. All Jackson models are fitted with low tension magnetos, with batteries in reserve for starting. All back axles

are provided with Hyatt roller bearing and ball bearings to take the side thrust. The pinion shafts are roller bearings with ball thrust bearings.

MITCHELLS FOR THE SEASON.

Three Models Represent the Line of the Racine Factory.

Three models represent the Mitchell line for 1911—model R, model T and model S and the executives of the Racine, Wis., plant, where nearly \$12,000,000 worth of automobiles for delivery during the period covered by this line are being turned out, believe they have correctly diagnosed the conditions of the industry, the needs of the Mitchell agents and dealers and the legitimate absorbing power of the market. Mitchell cars are displayed in space 12 on the main floor.

It would have been easy for the Mitchell-Lewis company to yield to the demands of the enthusiastic men who deal in the output and to have planned a material increase in the 1911 production amounting to the invariable doubling of the annual product, but the company was satisfied to set a maximum of output well within the total of specifications expressed at the annual gathering of Mitchell agents. That every machine produced by the Mitchell company under 1911 specifications will be delivered to the consumer is taken as an axiom in the councils of the executives.

What the designing department has in store for the 1912 line cannot be divulged. It is regarded as sure by the makers that the Mitchell of 1912 will be in advance of everything for its price and in keeping with the slogan of the manufacturers, "The car you ought to have at the price you ought to pay."

carburetors, ignition by magneto and dry cells, lubrication by self-contained pump in crank case, clutch is improved cone type, front springs 4 1/2 inches with five two inch leaves, rear springs three-quarter elliptic, tires 32 by 3 1/2 in model R, single rumble seat car, and 34 by 4 in model T, five passenger touring car.

Model S is a seven passenger six cylinder 50 horse-power car with 4 1/2 by 5 1/8 cylinders, rear springs of platform type and tires 36 by 4 1/2. This car sells for \$2,250, model T for \$1,500 and model R for \$1,200, each fully equipped.

PULLMANS IN LINE.

Five Cars Displayed in the Company's Space at the Garden.

Five Pullman cars figure in the exhibit of these makers, which is on the elevated platform in space 109. There are two model O cars, a runabout and a toy tonneau; two model K machines, a touring car and a limousine, and a model M touring car.

Model M is the biggest of the three. It is a car with a rated horse-power of 44.1, with four cylinders 5 1/2 by 6 inches. It has a wheel base of 127 inches. The front tires are 36 by 4 inches and the rear pair 36 by 4 1/2 inches. High tension magneto and batteries furnish the ignition. A four speed transmission is used. This car, with closed front, costs \$4,000.

The dimensions of the model K are these: 32.4 horse-power; four cylinders, cast separately, 4 1/2 by 4 3/4; 115 inches wheel base; tires, 34 by 4 inches; shaft drive, three speed transmission; cone clutch. Model K touring car is a \$2,000 machine.

Model O has a 26 horse-power motor, with four cylinders cast in pairs. The bore of the cylinders is 4 1-32 inches and the stroke five inches. The tires are 34 by 3 1/2 inches. A three speed gear transmission is furnished. This machine is a \$1,650 car.



Special Exhibition of Carhartt Automobiles

at the
General Offices and Salesrooms
Hotel Plaza



Best Piece of Automobile Show News

The best piece of news that could be printed about the automobile show would be the location in the Garden of the particular car that offers to automobile buyers the greatest dollar for dollar value.

If the newspaper men could get hold of this piece of news they would have a "front page story," so to speak.

Some of them tell us that they know the story but aren't allowed to publish it.

This is a case where the public must do its own reporting.

As you go around the Garden looking for this big piece of news visit the Chalmers Exhibit. Here is one of your best chances to get the "front page story."

The Company has done everything it knew how to do to make a thorough investigation easy for you. Two cut-out chassis of the "30" car are shown. They are kept constantly in operation so you can see every part moving just as it does when the car is on the road.

You will find samples of the Company's stock models—in every respect just what you get when you purchase a Chalmers.

You will find a lot of courteous and intelligent men who will help you in your investigation without trying to worry you into signing an order on the spot.

It is not our primary object to sell cars at the show. We want to explain the cars to as many people as possible and help them carry on full investigations. We find that sales easily take care of themselves among that class of people who compare Chalmers cars carefully, point by point, with other cars. Hence the Chalmers Exhibit is an educational rather than a sales exhibit. We hope you will come and see us while in the Garden. We know of no better time to come than in the evening unless it is the afternoon. We are always there full force.

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